

Life in the Thirteen Colonies In-Class Project Evaluation

Name: _____

Colony: _____

| Research Process | Possible Points | Points Earned |
|--|------------------------|----------------------|
| Quality of Research – depth of information, accuracy of details, relevance of facts, and balance of print and electronic sources | 10 | |
| Accuracy of Research – correct use of historical facts and fulfillment of requirements in all research categories | 10 | |
| Effort in Research – Initiative, focus and appropriate attention during class time | 10 | |
| Works Cited – Full and appropriate citation of print and electronic research in Notability, with image urls also fully documented | 10 | |
| Total | 40 | |

| Media Literacy ~ Advertising and Travel Messages | Possible Points | Points Earned |
|---|------------------------|----------------------|
| Advertising Style – sophisticated understanding of media literacy in the message and the point of view of travel advertisements | 10 | |
| Choice of Facts – interesting selection of convincing and relevant historical facts to convince a customer or settler | 10 | |
| Creativity of Design – inventiveness in crafting a smooth and engaging presentation through layout, motion, and images | 10 | |
| Effectiveness of Language – dynamic use of advertising words and slogans to catch the viewer's attention and share a perspective | 10 | |
| Total | 40 | |

| Prezi and Web Applications | | Possible Points | Points Earned |
|---|--|------------------------|----------------------|
| Content | | | |
| Subject Knowledge – understanding of the colony and the ideas of daily life (including history, government, events, and people) | | 10 | |
| Thesis and Focus – clear organization of information in a logical, targeted sequence | | 10 | |
| Analysis and Conclusions – integration of the student's own, original interpretations of the facts | | 10 | |
| Historical Context – recognition of the colony's importance within the Thirteen Colonies and the time period | | 10 | |
| Educational Value – richness of quality in teaching others about the historical events | | 10 | |
| Presentation | | | |
| Prezi Facts – effective communication of research facts, instructive pictures and primary images, and educational value of presentation | | 10 | |
| Prezi Design – appropriateness of template, value of color scheme, clarity of pictures, quality of visual pieces, and fluency of details | | 10 | |
| Slogan and/or Logo – incorporation of sophisticated branding in using web tools to design a unique slogan and/or logo; catchy, appealing, accurate, and distinct in echoing ideas of advertising | | 20 | |
| Overall Presentation – fulfillment of requirements, clarity of layout, engaging artistic elements, and use of attention-grabbing features | | 10 | |
| Total | | 100 | |